INFORMATION LETTER

Not for Publication — **NATIONAL CANNERS ASSOCIATION** — For Members Only

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Executive authority to allocate tin and other scarce materials expired at midnight May 31, but both the Senate and House have voted extensions. Details on page 225.

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The Pepper bill, S. 2173, which would permit issuance of mandatory marketing orders controlling citrus for canning, came up for consideration in the Senate on June 1, but its consideration was objected to. Details on page 225.

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Wholesale distributor stocks of 14 principal canned food commodities on May 1 were 9 percent less than a month ago, and 14 percent less than a year ago. Details on page 227.

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Domestic Sugar Requirements

The Department of Agriculture announced on May 26 that the quantity of sugar determined to be required for domestic consumption in 1948 has been reduced to 7,000,000 short tons, raw value. This is a reduction of 500,000 short tons, raw value, from the quantity determined to be required for domestic consumption on February 26, in accordance with Section 201 of the Sugar Act of 1948.

USDA stated that domestic sugar consumption has been running at an annual rate only slightly above 6 million tons thus far this year, and that wholesale prices have declined materially according to recent reports.

Directors Approve Plans for Increased N.C.A. Activities

The Board of Directors of the National Canners Association, meeting in a two-day session at Washington, D. C., on May 27 and 28—

Heard Dr. Dennis A. FitzGerald, head of the food division of the Economic Cooperation Administration, state that processed foods will figure only slightly in the ECA program.

Considered the problem of Army canned foods procurement and authorized appointment of a special N.C.A. Committee to work with Government procurement agencies in efforts to achieve improvement in bid and buying methods.

Discussed over-all agricultural policies including support prices and marketing quotas, and authorized further study by the Association of these subjects for a report at the next meeting of the Directors.

Approved Administrative Council recommendations that N.C.A. take full advantage of Research and Marketing Administration activities.

Received the announcement of the National Food Brokers Association that a separate sales conference will be held by that organization in Chicago during March, 1949, to supplant their official participation in the annual convention of the National Canners Association.

Approved the report of the Public Relations Committee with action on the Committee's recommendations to be deferred to the next meeting of the Board.

Approved reports of the Home Economics, Labeling, and Research Committees and voted restoration of $10,000 to the Home Economics budget; an increase of $7,000 for the Labeling Division budget; and that an item of $3,500 be set up to finance a cannery lighting fellowship.

Approved the progress report of the Buildings Committee, ratified its action in obtaining properties both in Washington and California, and authorized the Committee to expend building funds when and where necessary to proceed with the Association building program. Extended a vote of appreciation to the American and Continental Can Companies for their generous initiation of contributions to the building program. *(Continued on following page)*

Approved the report and commended the Association's work on Food Standards.

Reconstituted until January, 1949, these special Committees: Conference, Convention, Foreign Trade, Food and Drug, and Manpower.

The Opening Session

Following his Opening Remarks, which are reproduced on page 216, President Howard T. Cumming named H. E. Apple, Jr., as chairman and Ronald Wadsworth and Henry Cannon II as members of a special nominating committee to make nominations to fill vacancies on the Executive Committee of the Board. This committee later brought in the names of F. M. Moss of the Idaho Canning Co., and Scott A. Holman of Libby, McNeill & Libby, and the Board unanimously voted their election to the Executive Committee.

Supplementing the report of the Buildings Committee, which is reproduced on page 216, the Directors heard from two other members of the Buildings Committee—H. E. Gray, who described the new property in San Francisco, which he stated promises to be more suitable than the Berkeley site already obtained and will be available at less cost, and Milton E. Brooding, who described the work of the Committee in its study of the Washington property sites and the final decision to acquire new property on 20th Street.

Following a report of a conference on the subject of damage to canned foods that result in claims upon the railroads, the Board rescinded its recommended box specifications of 1926. The request for this action was presented at the suggestion of Chairman Irving Lyons of the N.C.A. Traffic Committee. The text of the motion revoking the Board's action is as follows:

"Resolved, that the recommendations for specifications for canned food boxes adopted by the Board of Directors at its meeting on May 20, 1926, be, because of changed conditions in regard to canned food boxes and because of further investigations on such specifications, hereby revoked."

The report to the Board, which was presented by Robert B. Heiney of the staff, was published as an INFORMATION LETTER article on May 8. This article reviewed the discussion and action taken by representatives of the Association of American Railroads, the National-American Wholesale Grocers Association, Fibre Box Association, and the Can Manufacturers' Institute in New York on April 23.

Brokers to Have Rooms at Canners' Convention

A number of canners have asked, in the light of the decision of the National Food Brokers Association to hold a National Food Sales Conference at Chicago in March next year, what arrangements N.C.A. is making to enable canners to see their brokers at the Canners' Convention in Atlantic City in January, 1949.

Hotel facilities will be provided through the N.C.A., for brokers and others whom canner-members desire to have present for contacts and conferences at the Canners' Convention.

The final item on the Board agenda for Thursday morning was a report by Secretary Campbell on the Association's insurance coverage.

The Directors, at their luncheon session, heard an off-the-record report by Thomas J. Hargrave, Chairman of the Munitions Board and President of the Eastman Kodak Company.

New Convention Developments

The first order of business of the afternoon session was the report by Chairman Robert A. Friend of the N.C.A. Convention Committee. This report reviewed the series of meetings and conferences that have taken place since the last Convention in an effort to work out a time-schedule and hotel-allocation program that would contain all Convention business of the participating organizations within the scope of a single week. It detailed a final proposal by the N.C.A. that would permit all the contacts desired by the delegates of the several associations, providing that a partial "staggering" of arrival and departure times were to be followed. This plan, however, was found not acceptable to the brokers, and the Convention Committee was so informed during its deliberations in Washington on May 25 and 26.

After its report had been drafted for presentation to the Board, Chairman Friend received a letter from Watson Rogers, president of NFBA, announcing that organization's decision not to participate in the N.C.A. Convention of 1949 but instead to hold a "National Food Sales Conference" in Chicago the week of March 20, 1949. The report of the N.C.A. Convention Committee and the letter announcing the brokers' new plans are reproduced on pages 217 and 218, respectively.

The balance of the Thursday afternoon session was given over to the report on Finances and Budget by Marc C. Hutchinson and the following other reports, all of which are reproduced in full elsewhere in this issue:

Report of the Public Relations Committee, made by Henry P. Taylor in the absence of Chairman B. C. Olney; Report of the Home Economics Committee by Chairman W. E. Beach; Reports on Food Standards Work and on the Cannery Lighting Survey by Dr. E. J. Cameron, Director of the Washington Research Laboratories; and Report of the Labeling Committee by Wilmot P. Rogers in the absence of Chairman H. J. Humphrey.

Processed Foods to Figure Only Slightly in ECA Program

Dr. Dennis A. FitzGerald, head of the ECA Food Division and one of the world's foremost authorities on foods, told the Friday luncheon meeting that of the foodstuffs to be sent abroad under the European Recovery Program, "only a very minor portion will be processed foods."

He said that the 16 participating countries of Europe have a better understanding of their needs than the Economic Cooperation Administration in Washington, and that each of these nations will be asked to propose its needs. These requests will be screened in Paris, and a program utilizing all resources in the best possible manner will be sent to ECA in Washington. The ECA then will look at that program in the light of availability without undue impact on the domestic economy, Dr. FitzGerald stated.

The ECA doubtless will have to make adjustments in the program requested, he said. At that time, there will be an opportunity to discuss the use of foods or commodities other than those requested. Also, ECA will discuss the utilization of "surplus" commodities, Dr. FitzGerald asserted. Although he predicted that changes will be made in the program submitted by Europe, he declared:

"I don't feel that the volume of processed foods that eventually will go into the program will be very large. And, as citizens of the United States, I don't think we should insist on putting processed foods in the program."

Dr. FitzGerald stated that "requirements for processed foods will not be very large," because they are relatively expensive in terms of calories, because Europe will prefer unprocessed foods with which to operate their

own processing industries, and because they will prefer to obtain industrial goods after their demand for raw agricultural items is met.

Dr. FitzGerald said, however, that he didn't want to leave the impression that no processed foods will be included. The United Kingdom wants dairy products, he declared, and there will be a strong demand for dry skim milk and for all the evaporated milk and cheese that can be spared from domestic supplies. In addition, he forecast a moderate demand for dried fruits, the possibility of an equal demand for fresh fruit, and perhaps a lesser demand for citrus.

The ECA is working closely with the Department of Agriculture on a determination of what agricultural commodities may be declared "surplus," he said. Such "surplus agricultural commodities" then will be "eligible" for purchase with Section 32 funds, he pointed out.

If canned foods were to be purchased, Dr. FitzGerald outlined the following methods of making transactions:

If the items are to be purchased at "going prices," and if the Commodity Credit Corporation has no stocks, money will be made available to the foreign countries. Purchases then will be made either by foreign nationals or through supply missions.

For certain destinations (Austria, Germany and Greece) purchases will be made by the U. S. Government.

If the items are to be purchased on what amounts to a "fire sale basis," and if CCC has stocks, ECA will have to take CCC stocks first. How domestic suppliers would be compensated for differentials in prices paid them and the CCC for like supplies remains to be worked out, he said.

Participation with RMA

Prior to the luncheon the Directors had held their discussion of the agricultural program, led by J. P. King, Chairman of the Association's Raw Products Committee, and had approved the recommendation of the Administrative Council that the Association cooperate and participate fully in the activities of the Research and Marketing Administration to the end that the industry secure to growers of canning crops the full advantage of the opportunities accorded by the Act. It is expected that the Technical Advisory Committee of the Raw Products Committee may be of assistance in this respect.

The next item on the Friday morning program was a review of current legislation affecting canners by Counsel H. Thomas Austern and his assistant, Howard Castle.

Next Issue of *Letter* Will Be Mailed June 12

Next week's issue of the INFORMATION LETTER will be dated June 12, and will resume the regular schedule of Saturday mailings of the LETTER.

The current issue is the one that would have been mailed and dated May 29, but was delayed to permit publication of the actions and proceedings of the meeting of the Board of Directors held in Washington May 27 and 29. Printing office closings on Saturday, May 29 and Monday, May 31, in observance of Memorial Day, further delayed publication.

Procurement Committee Authorized

The appointment of a special committee to consult with the Army Quartermaster Corps on procurement matters was authorized by the Board after hearing a report by J. B. Weix, of the Oconomowoc Canning Co., on the need for cooperation and closer understanding as the best means of facilitating canned food purchases by the Army.

Mr. Weix cited the Army as the "No. 1 customer" of many canners, and declared that inasmuch as the Army is bound by statute and regulation to purchase canned foods through the advertised bid basis, the canning industry should assist in making such purchases possible.

The report was prepared by Mr. Weix following a conference at QMC headquarters on May 26, attended by representative canners and four QMC officers. This meeting had been arranged by the Association following receipt of a number of individual protests from canners on the Army's procurement procedures.

Canners at this conference were Frank Thomas, Thomas and Company; Paul Jacobs, North Atlantic Packing Co.; A. L. Koch, Bordo Products Co.; George W. Foster, Stokely-Van Camp Export Corp.; Milton E. Brooding, California Packing Corporation; and Mr. Weix.

QMC officers present were Col. Robert P. Hollis, Acting Chief of the Supply Division; Lt. Col. Aaron W. Beeman, Assistant Chief of the Supply Division; Lt. Col. W. E. Barksdale, Chief of the Subsistence Branch; and Major James S. Murphy, in charge of non-perishable food procurement.

They asserted that despite all obstacles, the QMC must obtain canned food requirements for the armed services. They pointed out that the Army is bound by the Armed Services Procurement Act (P. L. 413—80th Congress) to purchase canned foods through advertised bids and that it can negotiate for canned foods only after these fail to produce bids for necessary supplies; even then, the Army cannot pay a higher negotiated price than the lowest rejected bid. The officers also cited the firm opposition of Secretary Royall to negotiated buying.

Canners and QMC officers agreed that the Walsh-Healey Public Contracts Act is of "major concern" to both the industry and the Army, and that the QMC needs advice from the industry on the timing of invitations to bid. They also agreed that to ensure quality and a fair price, the Army should buy directly from responsible canners and not from "contract suppliers."

Also discussed was the problem of supplying the services' requirements for lacquered cans for export. Canners described the difficulties in applying lacquer after completion of the pack, and the uncertainties of buying lacquered cans in anticipation of an Army contract. Although a return to pro-coating was discussed, the Army said that the cost of pro-coating now is prohibitive.

Mr. Weix asserted that these discussions had pointed up the need for cooperation in facilitating Army procurement—by either advertising or negotiation—and proposed creation of an industry committee to consult with the Army on problems of mutual concern. The Army agreed that such a committee would be beneficial to both canners and procurement officers, and suggested that all segments of the industry should be represented. It was agreed that the Army would consider the views of the industry and would welcome its help. The QMC was invited to call on the N.C.A. at any time for assistance.

At the Friday Board session, which the Army officers attended, Mr. Weix related these details of the meeting of May 26, and proposed the adoption of a resolution directing the President to appoint a special industry committee to consult with the QMC on procurement matters. This resolution was passed.

Colonel Hollis addressed the Board and restated his desire to buy from canners.

OPENING REMARKS TO THE N.C.A. BOARD OF DIRECTORS

By Howard T. Cumming, President

This is the first meeting of the new Board of Directors as elected at the annual meeting of the National Canners Association last January. Approximately a third of you are new to the Board and to you I extend a most cordial welcome.

It is perhaps well to remind ourselves at this time that as the Board of Directors of the N.C.A. we have the last word in determining the policies and major activities of the Association. It is true that over the years we have developed a strong, active and effective system of working through committees. But these committees, together with the staff and your officers, seek and need the advice and guidance of the Board. I therefore invite and urge you to take an active part in the discussions of the many subjects of importance that are on our agenda.

As we approach this meeting it may not be out of place to note briefly that we are on the threshold of what may be a critical year in this industry. It seems as if we may be contending with as many and perhaps as serious problems as we faced during the war years.

Instead of experiencing the relief from burdens that we all anticipated we find ourselves still surrounded with difficulties of many kinds.

During the war we expected a shortage of labor and accepted the situation. But now in the third year after that time in many areas the shortage is as acute as it was then. The significance of this fact is not alone in threatened lower production and higher costs but rather because it may have a marked influence on our operations in the years to come. Many a canner is convinced that there is no relief in sight and he is concluding that if he is to have a dependable source of supply and at a reasonable cost he must become a grower. While he may not welcome the task of importing agricultural labor he is doing it in an increasing scale.

Our costs are still under the influence of the artificial stimulus they got during the war through the medium of support prices and such similar measures. Rapidly increasing freight rates present another problem that contributes to the increase of canning costs.

I point these situations out not because they are news but because they constitute a type of problem that presents a challenge to the National Canners Association. I hope that we will deliver as fine a performance, staff-wise and committee-wise, as we always have in the past.

COMMITTEE REPORTS

REPORT OF THE BUILDINGS COMMITTEE

By H. N. Riley for

W. F. Dietrich, Chairman

The Buildings Committee met in Washington on Tuesday, May 25.

It will be recalled that the Committee was appointed at the Chicago meeting in November, 1947, and at the annual meeting in January, 1948, presented a report which set forth the following:

1. That the estimated cost of the projects being contemplated is $1,500,000.

2. That negotiations were in progress looking toward the purchase of a suitable Washington site.

3. The proposed financial program called for

(a) $300,000 from the Reserve Fund
(b) $200,000 estimated from sale of the present property
(c) $400,000 assessment on members, representing one-half year's dues
(d) An undetermined amount from the allied industries
(e) The borrowing of any balance that might develop

We now wish to report on what the committee has accomplished since the January meeting.

The Charles H. Tompkins Company, a well-qualified Washington construction and engineering firm, was employed to make a survey of our Washington situation. Consideration was given to enlarging and renovating the present quarters, to the possibility of acquiring additional property adjacent to the present quarters and developing the whole area, and to the development of a parcel of property on 20th Street which we held under option. The Buildings Committee spent two days in reviewing the Tompkins report and, after giving the matter very thorough and complete consideration, decided that the best procedure would be to purchase the lots on 20th Street and abandon our present location after building on the 20th Street site. Accordingly, the site was purchased for $137,290.00.

The Committee promptly undertook the raising of the required funds from both members and the allied industries. The responses from the membership have been most gratifying. We are happy to be able to report that we have a total of cash received and pledged of more than 65 percent of the total billings. We have further commitments by telegram and letter of approximately $40,000, so that our total cash, received, pledged and committed, amounts to 77.5 percent of total billings as of this date. These bills are being paid almost daily and we have every reason to expect that the billings will be for the most part collected without difficulty.

As to contributions from the allied industries, a number of them have been contacted and, as you no doubt recall reading in the INFORMATION LETTER several weeks ago, the two major can companies very readily contributed a total of $325,000. We have reason to believe that other substantial contributions will be forthcoming in the near future as a number of the larger suppliers are showing considerable interest in the project. With this amount of money available the committee feels that sufficient funds will be collected to underwrite this venture and have therefore agreed to proceed with the program.

It has already been reported that a suitable piece of property had been purchased in Berkeley, Calif., upon which to erect a laboratory to serve the Western United States. However, before definite plans were drawn up for this project a very suitable building became available which has proved to be a most interesting development. The Western Committee have spent considerable time investigating the property for our purpose and are convinced that it is most suitable. They have made a very complete report to the Buildings Committee and, after further consideration, the Committee agreed with the recommendation of the Western group to proceed with the purchase of the building and remodeling to make it suitable for our use. On the surface it appears that we will be able to save between $100,000 and $150,000 over the amount originally contemplated for the West Coast Laboratory if we avail ourselves of this building.

The Buildings Committee is organizing itself to proceed actively both on the West Coast and in Washington and is looking forward to carrying out this program as directed by the Board of Directors.

We would appreciate consideration of the following resolution which we feel will enable us to proceed in the best manner:

"Resolved, That the actions of the Buildings Committee in acquiring property and its other activities in connection with the buildings program of the Association are hereby expressly ratified; and

"Resolved further, That until such time as its duties have been completed the Buildings Committee be and

hereby is authorized to exchange, lease, convey, or otherwise dispose of the present realty, buildings, and equipment of the Association in the District of Columbia and in California and to purchase for the Association any lands, buildings, equipment or other properties in such places; to appoint any necessary subcommittees from its own or the general membership to which subcommittees it may delegate any part of its authority; to retain or consult with engineers, architects and others; to expend the funds collected or set aside as the Association Buildings Fund; and otherwise to proceed with the Association buildings program; and further, that the Chairman of the Buildings Committee or any other member of the Buildings Committee be authorized to execute in the name of the Association all necessary contracts, conveyances, deeds and any other instruments to carry out the action of the Buildings Committee or of any subcommittee thereof; provided, that no final contract shall be executed for the building of the Washington headquarters and laboratory without the further authorization of this Board of Directors."

REPORT OF THE CONVENTION COMMITTEE

By Robert A. Friend, Chairman

Efforts have been made by your Convention Committee to carry out recommendations approved by the Board last November that the 1949 Convention be held to a one-week, Friday-to-Friday session, this period to encompass all of the program meetings of the participating associations, the exhibit by the Canning Machinery & Supplies Association, and to furnish opportunity for canners to make contacts with brokers and buyers.

A time schedule to achieve this was worked out and agreed to at a meeting in Chicago on March 13, 1948, attended by officers of the National Canners Association, members of the N.C.A. Convention Committee, officers of the Canning Machinery & Supplies Association, and members of the Executive Committee and officers of the National Food Brokers Association.

Later, however, when the three Associations attempted to work out an allocation of Atlantic City hotels that would meet this schedule it was found that it was impossible to apportion hotel rooms in a manner satisfactory to all the participating groups. Accordingly a proposal was made on May 19, 1948 by N.C.A. which would bring the brokers and their non-canner principals to Atlantic City on Wednesday, January 12; the canners and the machinery men on Friday, January 14; the distributors on Sunday, January 16, at which time the brokers' non-canner principals would vacate their rooms in favor of the later arrivals. Hotels were allocated in such a manner as to give the brokers 2,645 rooms; the canners 1,975 rooms; the machinery and supply people 1,143 rooms; and the distributors 1,030 rooms.

This allocation was made to conform to the principles of the plan agreed to in Chicago; namely, to enable brokers and canners to contact each other. It gave brokers four days to be with their non-canner principals and an even longer period for contacts with canners. Canners who want to see *brokers only* could do so under this plan; canners who are *only* interested in contacting *distributors* were permitted this type of contact; and canners desiring to see both brokers and distributors were accorded that opportunity. Under this plan no canner is deprived of making the contacts he desires and at the same time brokers are granted full opportunity to meet with *all* their principals.

The proposal of May 19 was presented to the Executive Committee of the National Food Brokers Association and they informed N.C.A. on May 23 that this proposal was not acceptable to the brokers.

Your Convention Committee strongly feels that no further concessions can be made, because if further sacrifices of canner hotel facilities are made it will hurt not only canners but the food brokers who want to do business with canners. The fact of the matter is that complications have accrued with the evolution of our Convention from its humble beginnings to its present huge proportions. It has grown to become the largest trade assembly in the nation because in recent years its attendance has gone beyond those engaged in the canning of food, the brokerage of canned food, and the supply of machinery and materials used in the canning of food. The inclusion of chains, of supermarkets, of wholesale grocery associations, and the enlargement of these associations as well as the need of the brokers to provide rooms for a large segment of non-canner principals who nevertheless sell to the grocery trade and therefore want to be present where brokers and distributors congregate, has made a Collossus of the annual Convention of the National Canners Association. The N.C.A. is still the nucleus of this huge assembly. The other Associations would not be present if N.C.A. was not meeting, but the burden of accommodating all of these groups, at one time and at one place has become a tremendous undertaking.

Your Committee feels that the Convention should continue as it was originated—a *Canners' Convention.* It started in 1907 in that fashion when the National Canners Association in its early days began holding annual Conventions. To enable canners to meet with their supplymen and to see exhibits of the new developments in machinery, containers, and other items, the Canning Machinery & Supplies Association was invited to hold their annual convention at the same time and place and this also has been the custom since 1907. In 1908 the National Food Brokers Association came into the picture and since that time the presidents of these three associations have met together annually to decide on a time and place mutually convenient for all three. Provision always was made to enable the wholesale grocer organizations to participate and during the long span of Convention years in Chicago this procedure was followed with equity and satisfaction to all participants.

It was the increase of distributor groups—chains, supermarkets, and others—that built the total attendance up to top figures, but more than that, it was the addition to the ranks of Convention delegates of hundreds of non-canner firms, that created the demand for rooms that now interferes with adequate housing for the people who built and developed the Convention to its present size and importance, namely, the canners, the canned food brokers and the manufacturers of canning machinery and supplies.

Your Committee, therefore, in its meetings at Association headquarters on May 25 and 26, 1948, agreed that the plan of attendance schedules and hotel allocations presented to the brokers on May 19 is the most workable arrangement of all those drafted to date and it seeks the Board's approval of this proposal, acceptance of which by the brokers will be urged once more. It would further appreciate having the Board's approval of this proposal as a set pattern for future Convention schedules since it enables canners to meet with their brokers, buyers and suppliers and at the same time enables brokers to contact all their canner principals.

In an effort to improve the 1949 Convention, arrangements are being made to make available suitable centrally located conference rooms for the use of chain and supermarket buyers for their contacts with brokers and canners at appointed times.

The Convention Committee has considered a number of proposals for speakers at the 1949 Convention and has listed a number of prominent possibilities. Arrangements to book them will be launched immediately. It was the sense of the Committee that the Canners' Panel which has been so successful at the last two Conventions continue to have a place on the 1949 program, and the Committee also is making plans to strengthen the Convention program with additional features.

Proposals made for the 1950 Convention by Atlantic City, New York and Chicago have been thoroughly investigated. Chicago does not yet have suitable hotel facilities to house our Convention and has recently booked its January, 1950, space for other Conventions; New York can offer the hotel room facilities, but these are in clusters of hotels in the Penn Station area, the Times Square area and the Grand Central area. Your Committee feels that the loss of time and the burden of transportation between these widely separated areas as well as competition from diverse elements would mar the efficiency of the Convention. The machinery people feel that exhibit facilities in New York are not suitable. Atlantic City again appears to be the only location that offers the all-around combination of adequate rooms, adjacency of contacts, and suitable exhibit space.

Your Committee therefore recommends, that acting under authority previously vested in the President and the Secretary the selection of Atlantic City be made immediately for the 1950 Convention of the National Canners Association.

In this Committee's investigations of Convention locations and facilities for the 1950 Convention we reaffirm the conviction expressed by the 1947 Convention Committee that it is necessary to book large conventions two and sometimes three years in advance. It therefore also recommends that the President and Secretary of the National Canners Association be authorized to use their judgment at any time it appears necessary to decide and act upon selection of the site for the 1951 Convention, and this Committee offers its services in whatever investigations or studies are needed to reach such a decision.

NFBA Convention Letter

The May 26 letter setting forth the NFBA decision to hold a sales conference in Chicago in March, 1949, and addressed to Chairman Friend of the N.C.A. Convention Committee is reproduced below:

Dear Mr. Friend:

I would like to take this opportunity to thank you and the members of your committee, as well as members of the N.C.A. Washington staff, for your diligent work during the past few months in trying to find a proper answer to the problem of our combined Annual Conventions.

We greatly appreciate the sincere effort on the part of you whom we have been privileged to work with to try to arrive at a solution which would enable the various food groups to meet at a central point in January and at the same time give them suitable housing accommodations.

I have just returned from a meeting of our Executive Committee which was held in Chicago. We discussed this convention problem for hours and the officials finally came to this conclusion.

The combined food conventions, instead of decreasing in attendance, will probably increase from year to year, as they have been doing for several years. Further, as these conventions grow in size of attendance, more and more food groups will want to join in this combined food industry gathering. It is very apparent that sooner or later some of the groups would have to be denied the privilege of meeting with the National Canners Association. Rather than put the National Canners Association in such an embarrassing position, our group decided that it would be better for all concerned if we would cancel our tentative plans to hold our Annual Convention in conjunction with the National Canners Association as has been our privilege over a period of years. Instead, we would hold our own convention at a different time and different place. Accordingly, it is planned that our Convention will be held in Chicago the week of March 20, 1949.

This Convention, which will be sponsored by the National Food Brokers Association, will probably be known as the "National Food Sales Conference," with the entire program being devoted to the selling and merchandising of food and grocery products through food brokers, without distractions. I am sure you and members of your committee realize that during the past few years it has become increasingly difficult for brokers to hold their annual sales conferences with their principals due to so much outside interference.

It is felt, too, that March would be a much better time for brokers and canners to discuss their sales problems, as we are of the opinion that canners will have a much better picture of the anticipated acreage, in addition to a more accurate knowledge of the possible carryover. This, of course, will enable these two groups to develop a more concrete and workable sales program.

The latter part of January, when the combined conventions have formerly been held, actually is a time when brokers should remain on the job selling in their respective areas. The latter part of the year and immediately following the first of January is a period when distributors have their yearly problems of inventory, after which normal buying generally resumes. As a protection to the sales interests of their principals, brokers should not be requested to leave their areas in such times.

Further, we realize that some in your group may have resented our desire to secure hotel accommodations for what we term "non-canner principals." If this resentment did develop, it was thoroughly justified since your meeting has always been known as a Canners Convention. However, I am sure you and your committee are well aware of the growing importance to food brokers of this non-canner group. They are responsible for a large portion of the brokers' total gross sales, and they desire to attend our Convention. Therefore, it is incumbent upon us to make it possible for them to do so.

Again, may I say we appreciate your past cooperation. I feel that when you and your committee have an opportunity to analyze thoroughly this action on the part of the NFBA Executive Committee, you too will feel that this program will prove beneficial to canners and brokers alike.

My only reason for writing you this letter at this time is that I know you and your committee are making definite plans for your 1949 convention. With kindest regards,

Sincerely,

(s) Watson Rogers, President

REPORT OF THE PUBLIC RELATIONS COMMITTEE

By Henry P. Taylor for B. C. Olney, Chairman

The Public Relations Committee believes that the National Canners Association should increasingly and constantly apprise the public of the fact that canned foods are safe and sanitary, that they sell at reasonable prices, that they are available throughout the year, that they are nutritious and health-building, that their several sizes and varieties give high service value, that they conserve crops and contribute payrolls of real magnitude to agriculture and labor, that they are socially acceptable, that they are the fruit of scientific research, that they make a resounding contribution to civilization. The creation, perfection, the dissemination and the channeling of this type of information is what your Committee conceives as proper public relations work for the N.C.A.

New competition with canned foods has created an urgent and immediate need for expansion of the public relations program of the National Canners Association. There was a time when such claims on the housewife's interest and patronage as convenience, economy, and safety were the exclusive property of canned foods. This is no longer true. Other commercial forms of food—frozen and fresh prepackaged—come now to the retail shelves in possession of advantages that once were solely characteristic of

our products. We must meet this new challenge.

Since the principal objective of the Association is to increase public acceptance of canned foods, all of its present activities are designed to inspire the highest degree of confidence in the industry's products, and thereby further consumer goodwill. In a sense these already are public relations activities.

Each of the Association's Divisions has been conceived and carried out so as to accomplish this result. The Laboratory was started, and its work expanded, so that adequate, dependable scientific information about canned foods could be developed and made available to the industry for improvement of its products. The Claims Division came into being as a result of the need for defending canned foods against unjustified criticism and unwarranted claims of injury and illness. The Raw Products Bureau was inaugurated to expand agricultural research so that the quality of crops grown for canning might be improved and thus help canned foods hold their place in a competitive market. The Home Economics Division was created to educate consumers in the better utilization of canned foods. The Labeling Division was started to bring about descriptive labeling for the consumer, and thus improve this aspect of the industry's merchandising problem. The Information Division serves to prepare and present accurate information about the industry, not only for members, but for writers and editors, to issue press releases that will leave a better impression of the industry and its products with the consuming public, and to aid the other Divisions, staff members and officers in creating the same kind of impression through the medium of their publications and public appearances.

In the broadest sense, therefore, all of the work of the Association has public relations value and should be utilized to assist the industry to market its product. Each of these activities is interrelated and each can be so dramatized and so collaborated in an expanded public relations program as to make a significant contribution to building in the public mind a finer reputation for canned foods and the canning industry.

This Committee was formed for the purpose of exploring the methods by which public relations could be made one of the major activities of the Association, to take its place alongside the work of other established departments of N.C.A.

The Administrative Council and the Directors are familiar with the study made by Dr. Claude Robinson of Opinion Research Corporation, which recommended employment of personnel to conduct the public relations work and to make the Public Relations Committee permanent. With these recommendations the Public Relations Committee is in complete agreement.

Selection of Personnel

The Committee accordingly recommends the employment of a man who is familiar with the techniques of public relations to direct this work and a secretary-stenographer to work for him.

Qualifications

The Public Relations Director should be a man who has had practical publicity and public relations experience, such as the handling of press and radio releases, the planting of magazine and radio features, writing and editing, and all of the techniques that constitute the tools of the trade. He would possess additional valuable assets if he knew the food industry, were conversant with farm problems and had a good feel for the scholarly and practical scientific approach, because of the Association's emphasis on scientific work.

Position in the Organization Chart

Since public relations involves practically all of the activities of the Association, the Public Relations man should be installed as an Assistant to the Secretary, in Charge of Public Relations.

Organization of the Work

It is recommended that the Public Relations Director's first step be one of indoctrination. For the first six weeks to two months he should engage in a study and review of the various activities of the Association, and make an evaluation of the present work in terms of its public relations value. This would help to direct the public relations efforts of the present personnel, increasing the activities that rate high in their public relations value; decreasing time devoted to the less important ones.

The Public Relations Director should then develop a program designed to indicate the public's attitude toward canned foods. He should explore housewife attitudes on canned foods both to stake out in detail housewife thinking and to establish points of reference against which future public relations efforts among canners and housewives can be effectively measured and evaluated.

Armed with this information, the Public Relations Director and the Secretary, in consultation with the Public Relations Committee, would then be in a position to develop an action program.

The above steps are designed to cover that phase of N.C.A. public relations that deals primarily with the consuming public. A similar procedure should be followed as regards the Association's public relations work dealing with (a) the grower of canning crops, (b) the canning industry itself, and (c) the Government.

(a) The canner-grower phase now being conducted by the Raw Products Bureau, is being pushed as rapidly as funds will permit, but this Committee believes that a specialist in the field of public relations could add considerable weight.

(b) Relations of the Association with its membership and other elements of the canning trade are in many ways almost as important as betterment of relations with the consuming public. The Public Relations Director should make himself conversant with Association services, should build a file of case histories showing how problems had been met for individuals or segments of the membership. These important member-service activities of the N.C.A., which occupy a lot of time and attention of the staff, could thus be utilized in such fashion as to create a better industry-and-member feeling between the Association and its constituents.

(c) In the Government relations phase the public relations expert would probably be needed the least, since that part of the Association's work is constantly under scrutiny and the staff members engaged in it are constantly aware of its importance, and thus might need less attention from the specialist.

Thus indoctrinated with Association services and activities as they are applied in different directions, and alert to reactions and changing attitudes of the various canning industry publics, the Public Relations Director would enjoy the strategic flexibility that would enable him to concentrate action on any front. When there are misunderstandings with farmers, he could shift the emphasis of his program so as to improve relations with that group; when Government seems to need "education," the action is moved to that front; when the public needs to be reminded more forcefully than ever before about the nutritive value and economy of canned foods, he applies pressure there in the form of expansion of literature, press and radio releases, magazine "plants," or whatever course would be most effective. The Public Relations Director would have a "roving" advantage not now possessed by those of the staff presently working, no matter how conscientiously, in their assigned and prescribed fields.

Accordingly, one of his principal functions would be to watch closely and alertly for the development of clouds that are symptomatic of a brewing storm. At the present time no one individual on the staff is spending his time exclusively in watching the symptoms as they develop.

Operations

The Public Relations Director would exercise his authority through the Secretary in a formal manner, but in actual practice would work with

each of the operating units, and exert over their public relations activities what would in effect be direction. The operating divisions of N.C.A. would be expected to continue to do the research work necessary to supply the ammunition and to organize the material, to prepare copy, and to provide the personnel for disseminating the information. The Committee hopes that in the programs of some of the divisions it might be practicable for the director to set aside certain specific periods of time that he could devote exclusively to assistance to the Public Relations Director.

Duties of the Director of Public Relations

The job of the Director of Public Relations should be visualized in terms of staff.

He will not undertake to do the work of present division heads; he will not try to funnel all contacts with the Association's publics through his office.

His relations with the division heads will be pretty much that of public relations counsellor and client. He will help division heads to interpret their work to the public. As all good public relations counsellors do, he will suggest programs as well as give counsel on activities under way. He will not, however, have organizational authority to impose programs on division heads. His "authority" will come from persuasion and voluntary collaboration with division heads. If the public relations director is competent, he will soon find division heads willing and eager clients because they will realize that they do better, public relationswise, by following expert advice.

The public relations director's "authority" will flow through the Secretary's office. If the public relations director's ideas for Association policy are good, then they presumably will be adopted by the Secretary and the division heads as staff policy.

The Budget

The Committee feels that an annual budget of $25,000 (or $12,500 for the balance of 1948) should be set up for this work, the money to be used as follows:

(1) From $10,000 to $12,000 for a Director; (2) $5,000 for studies of consumer attitudes, and (3) the balance of $8,000 to $10,000 for secretary-stenographer, for operating expenses, including printing of literature, releases, supplies, mail, telephone, telegraph, travel and other forms of contact work.

Summary of Recommendations

The canning industry is making great social contributions to the nation. The cannery is a highroad to the market for local produce. Canning furnishes financial support to farmers, brings wages into agricultural communities, introduces new and better farming methods, raises the value of land, makes possible the growing of products for canning in remote areas and permits consumption 12 months of the year. Canning is a great force for conservation because it stores otherwise wasted food for future consumption. The technological achievements of canning have few parallels in industry. Canned foods have emancipated women from the kitchen; they provide an endlessly varied diet at prices within reach of the common man.

The Committee believes that these themes and many others like them should be merchandised consistently to the public through all available and appropriate media.

It therefore recommends the employment of a Public Relations Director, whose sole business is to plan the communication of these ideas to the public, who can see drama and newsworthiness in events in the canning industry and the activities of the Association, and who knows how to interpret these activities to the various publics in such a manner as will reflect credit on the canning industry and stimulate the public to greater acceptance of its products.

It is moved, therefore, that an annual figure of $25,000 be set up in the Association's budget for public relations work ($12,500 for the balance of 1948); that a Public Relations Director and a secretary-stenographer be engaged; that the service be conducted along the lines set forth in this report; and that the category of the Public Relations Committee be changed from that of Special Committee to Standing Committee. The committee system is well established in Association operations, and the establishment of a permanent Public Relations Committee offers no new problem. *It is therefore further moved* that in all future appointments to this Committee two types of competence be included—

(1) Public and industrial relations practitioners in the industry.

(2) Officials of member companies who do not specialize in public relations, but who are "public relations minded."

With this composition the Public Relations Committee can contribute both technical and policy advice to the public relations activities of the Association.

REPORT OF THE HOME ECONOMICS COMMITTEE

By W. E. Beach, Chairman

At the annual meeting of the National Canners Association in Atlantic City last January, the proposed budget of $75,000 for the Home Economics Division was reduced to $65,000.

However, a motion was made at the Board meeting that the budget be restored to $75,000. An amendment to this motion was passed—that action on the motion be postponed until the spring meeting of the Board of Directors.

It is the recommendation of the Home Economics Committee that the budget be restored to $75,000 for 1948, (which is the same amount as was allowed in 1947).

The chief objective of the Home Economics Division has always been, and is now, to increase public acceptance and use of canned foods. The program of work planned for 1948 revolves around this objective. Under the $75,000 budget the following program has been planned:

Salaries remain the same.

Travel expenses for the staff are set at $5,000. This includes the expense of business trips, attending professional and canners conventions, special conferences with leaders in foods work, such as magazine and newspaper writers, radio broadcasters, educational leaders, school lunch supervisors, dietitians, and others. The Committee feels that this personal contact of the staff with the leaders who influence consumer opinion is of utmost importance.

Publications—One of the most effective methods of "spreading the word" about canned foods—and at the least cost—is through the distribution of educational material.

The proposed $75,000 budget allows a total of $23,400 for publications. Of this $11,300 is for new publications. There are two major reasons for the urgent need for new publications. First, your Home Economics Division curtailed the issuance of new bulletins during the war, and it is now essential that new up-to-date bulletins be issued, and second, the results of research on the nutritive content of canned foods, (which has been conducted under the National Canners Association—Can Manufacturers' Institute program) has made most of the previous bulletins out of date in information.

In order to keep pace with other industries in supplying up-to-date information, current material in printed form for distribution is required.

There are approximately 2,250,000 students enrolled each year in high school or college foods classes in home economics. This is the enrollment, but it is impossible to estimate the number of parents, friends, and future students and homes influenced through them.

Last year new educational material for the home economics field was prepared and a new recipe book was released. This same material is used in

club women's programs and in the work of the home demonstration agents who reach about 3,000,000 farm families a year. It also is used by home service departments of utility companies, who estimate they reach about 25,000,000 homemakers a year. Sufficient copies are required for the leaders in these fields.

This year work is almost completed for a new servings unit chart and food values table for canned foods. We estimate that 400,000 of these will be required before the new budget can be passed at the Association's next annual meeting.

Work also is progressing on the laboratory technical bulletin giving results of recent N.C.A.-C.M.I. nutrition work. The Home Economics Division is cooperating and will require sufficient copies for librarians, nutritionists and others who request technical information.

It has been necessary to retire the general information booklets of the Division because they are out-of-date. Daily requests are received for source material about canned foods and the canning industry. A small booklet of this type giving general information about canned foods—relating canned foods to agriculture, better nutrition, with historical information of the canning industry and also listing reference material—has been outlined. This book would be used as a reference for background information in various classes, such as science economics and the vocational fields. Using the daily mail requests as a yardstick, we estimate 100,000 copies would be required.

Reprints of the educational material, prepared last year, call for $12,100. Because of unprecedented demand, this estimate appears to be low.

The 8-page leaflet "Canned Foods in Modern Meals" was released the middle of last September and already has had a distribution of more than 396,000 copies.

The "Canned Food Tables" has had a distribution in the same length of time of over 445,000.

We have spent so far this year $11,655 on reprints. However, there is little doubt but that we will have to order at least 100,000 copies more of the educational booklet to supply requests coming in before the new budget can be passed next January.

Reprints of the School Lunch Recipe Book will be needed, and possibly for the new recipe book "Tempting Recipes Using Canned Foods" issued last August. This book has had a distribution of over 48,000 in this short period with no promotion. We hope that our present supply of 52,000 will carry us through, but it may be close.

For professional publicity we have allowed $16,400. This includes the cost of notices of the educational materials of the Division in leading home economics and dietetics magazines. The same advertisements emphasize the advantages of canned foods.

The cost of preparation of food photographs sent to about 460 food editors of newspapers throughout the United States, plus the cost of food photographs furnished various food writers of syndicates, magazines and books also is a part of professional publicity.

The allowance of $9,500 for operating expenses includes the cost of supplies such as envelopes and wrapping materials for publications mailed out, for the monthly radio releases to 795 people, and the monthly newspaper food release to the 460 food editors.

There are approximately a million copies of material sent out annually from the Home Economics Division, and it costs close to $4,000 a year in postage and express to mail out the releases and publications.

The supplies for the Test Kitchen also are included under the heading operating expenses.

As you see, gentlemen, there is little that could be trimmed from this budget. Rising printing and paper costs have required a careful analysis of the work of the division and a well thought-out budget to get the most for our money. To reduce the budget to the $65,000 figure, your Committee believes, is to cripple the efficiency of the work of the Division, by taking away some of the tools with which it works. Each of the activities planned in the program for 1948 has been directed toward the accomplishment of the objective of the Division—to increase the acceptance and use of canned foods.

Mr. Chairman, the Home Economics Committee recommends the passage of the revised budget for $75,000 and approval of the work program as outlined for the Home Economics Division for 1948.

CANNERY LIGHTING RESEARCH FELLOWSHIP

By Dr. E. J. Cameron, Director, Washington Research Laboratories

In the report of the Research Committee dated January 14-15, 1948, it was stated that if it was thought necessary to extend support for the cannery lighting fellowship which was absorbed in the Laboratory budget last year, it was felt that this $2,500 to continue for another year should be voted by the Association separately from the Laboratory budget if the Association so desires. The Research Committee recommended to the Association that this grant be continued.

During April, while in California, I attended various meetings at which progress on the cannery lighting fellowship was raised for discussion. Dr. Brown, of Stanford University, under whose direction this work is being done, presented an excellent review of the work at one of Dr. Esty's committee meetings, and later there was committee discussion of the desirability for continuing the grant. Later, Mr. Wilder and I visited the illumination laboratory at Stanford and discussed various aspects of cannery lighting problems with Dr. Brown and the research fellow, Mr. White.

This whole subject of cannery illumination, and special lighting requirements, is a broad one, and I wish that Mr. Wilder of our San Francisco Laboratory were here to present the story in person. In the fear that I might miss some of the more important highlights of the research I asked Mr. Wilder to prepare a short summary of the progress made to date and his recommendation for the future. I shall read his statement, which is a brief one, and I will say now that I agree with his recommendation in regard to continuation of the grant and the amount requested. Further, it is my opinion that if the grant were discontinued at this time, we would lose a great deal of the benefit of achievement now in the making. Mr. Wilder's statement follows.

"Studies of proper methods of lighting in canneries were started in 1944, when, in order to meet a long-felt need, a committee was appointed by the Illuminating Engineering Society from among its membership in Northern California to prepare a set of recommended practices for the lighting of canneries. This action was in line with the procedure previously followed in the development of recommendations for the guidance of engineers, architects, and men within several other industries where there had existed urgent need for authoritative information to guide in the construction or re-lighting of industrial establishments. The general results of studies in various industries have been incorporated in the Illuminating Engineering Society's publication, 'American Recommended Practice of Industrial Lighting.'

"The method of selection of representatives for this committee on cannery lighting was that prescribed by the American Standards Association, and it included 'a representative of the trade association of the industry being studied.' Thus, a representative of the Western Branch of N.C.A. was sought, and has served continuously on the I.E.S. Committee.

"The other members on this committee are illuminating engineers, each representing a different field of activity, namely: a lighting fixture

manufacturer, a lamp manufacturer, a power company, a lighting contractor, a consulting engineer, and a professor of illuminating engineering. The committee members are leaders in their respective fields.

"Studies of the lighting of canneries were begun through the medium of plant surveys to learn the problems and to develop a basis for recommendations. These surveys revealed the complex and varied nature of the canning industry, where many different products are handled and there are relatively few standardized procedures, even for handling the same product. The conditions of operation were quite in contrast to the problems encountered in some industries previously studied, as for example, the printing industry or the fluid milk industry. Each of those had difficult seeing tasks but only a few which, when once studied, could be covered by specific recommendations equally applicable to standardized operations performed in any city throughout the nation.

"Efforts to classify cannery operations revealed that, while these engineers could draw from their experience in other fields in developing recommendations for lighting the general areas in canneries, the problems of greatest interest to canners, the lighting of sorting, grading, packing, and inspection operations, were so numerous and so varied as to defy any simple classification. Research was required to develop data upon which some recommendations could be based.

"There were also problems in lighting the general areas which necessitated the procurement of technical data.

"To assist this committee in the development of its recommendations, a fellowship in Cannery Lighting was established at Stanford University, and studies are being conducted to provide data upon which lighting recommendations can be used.

"These studies have included such problems as:

"Classification of difficult seeing tasks

"Analysis of seeing tasks for which supplementary lighting is required

"Control of glare

"Intensity of light for sorting, trimming, and inspection belts

"Color quality of light for special seeing tasks

"Measurements of color of many different products

"Measurements of color of defects to be observed

"Possibility of utilizing color distorting for greater visibility of defects

"Classification of types of lighting fixtures

"Inspection of glass and metal containers

"Proper utilization of daylight in canneries

"The research has been conducted in close cooperation with the I.E.S. Committee on Cannery Lighting, in order to expedite the work of that committee. The committee now has completed the final draft of Part I of its bulletin on Lighting the General Areas of Canneries. The manuscript is ready for submission to the I.E.S. Committee on publications for review, and upon approval, its recommendation to I.E.S. Council for publication.

"The preparation of Part II of this bulletin, covering the use of supplementary lighting for many difficult seeing tasks in canneries, represents a very difficult undertaking because of the wide diversity of products and operations requiring study. The research fellow is working closely with canneries in the Northern California area, and has conducted studies in canneries in the States of Washington and Oregon. Professor Brown has devoted much of his own time to the cannery lighting project, and has visited canneries in Utah, Colorado, and Southern California as well as those in Northern California. Efforts are now being directed toward the development of enough information to permit publication of some general recommendations on supplementary lighting to provide information to canners pending completion of further studies.

"It is planned to release material concerning the lighting for specific tasks by publication in the journal "Illuminating Engineering," so as to make the information available as rapidly as possible. Since each problem requires independent study, and since there is a lack of basic data to support sound recommendations for lighting involving colored objects, this project is not capable of rapid completion. If proper recommendations on supplementary lighting are to be developed, it is necessary that the fellowship be continued for at least another year as, otherwise, the I.E.S. Committee will not have the necessary data upon which recommendations can be based. Under the present plan, the services of six professional engineers are available in collaboration with the research fellowship, and facilities for review of technical information by higher I.E.S. Committees are made available.

"It is recommended that support for another year be provided by an appropriation of $3500 for the following purposes:

"Research fellowship	$2500
"Travel and other expense	1000
"Total	$3500"

REPORT ON FOOD STANDARDS WORK

By Dr. E. J. Cameron, Director, Washington Research Laboratories

One year ago this month I presented to the Board of Directors a report on the nature and extent of the participation of the Laboratory in the development of Food and Drug standards for canned foods. I attempted principally to convey, among other things, that what had been an incidental activity of the Laboratory in the early years of Food and Drug standard-making (under the 1938 Act) is now one of its definite and continuing functions. At that time, a year ago, the work on standards was directed to two major products—green and wax beans, and corn—and with these as examples, an outline was given of the Laboratory's procedure in developing technical points of interest to the industry.

It was not then attempted to picture the balance between the work of the Laboratory and the other Association divisions and regional agencies, which must act cooperatively to be effective in the proper demonstration of the industry viewpoint. At that time there was no pertinent example for illustration of the entire working pattern of the N. C. A. treatment of the problem.

In expanding our earlier reports we now have for reference a completed job on green and wax beans which may serve as the basis for an analysis of the industry's side of the mechanism of Food and Drug standard-making—the result being generally reasonable to the industry and, as testified to through the promulgation of the standards by the Administrator of the Federal Security Agency, in the interest of the consumer.

Under the date of May 17, Mr. Campbell addressed a letter to canners of green and wax beans calling attention to the newly promulgated standards for these products. He noted the fact of marked improvement in the May 13 standards as against those proposed a year ago, and ascribed credit for this result to certain of the N. C. A. divisions and to the regional associations.

Casually, it would seem that so simple a product as canned green beans in any form would be readily capable of standardization. Perhaps it was just such an impression that led to the involvements that developed during the course of the multiple hearings on the product.

To trace the actual difficulties in the standardization procedure, we should consider the record chronologically. The chronology which follows represents a summary of a statement submitted to us from the office of Association Counsel. The complete statement, an excellent one, will be placed in our records and will be available

to members for the asking. Aside from this, I shall say generally that the Laboratory activities paralleled those of Counsels' office during the periods which are indicated.

I. 1939

In April, hearings were held by the Food and Drug Administration on standards of identity for canned vegetables, one of which was green and wax beans. N. C. A. Counsel (and the Laboratory) participated in all the preparations for the hearing. A substantial portion of the hearing was taken up with the standards for green and wax beans. From this point the problem was stationary until 1946.

II. 1946

Early in 1946 (seven years later), canners were advised that a hearing would be held to fix standards of identity and quality for green and wax beans. After receiving this information, N. C. A. Counsel immediately reviewed all available material on standards of identity and quality for beans. (Special Laboratory studies were undertaken on methods of examination.)

On May 9-11, a meeting of bean canners was held in Washington in which N. C. A. Counsel (and the Laboratory) participated. In these meetings an attempt was made to narrow the issues and to make definite plans for the order and content of the presentation at the hearing. (On May 13, the Laboratory prepared a memorandum for use at the hearing.)

At the bean standard hearing on May 14 through 16, N. C. A. Counsel was in charge of presenting the case for the industry and carried on cross-examination of all Government witnesses.

Proposed findings of fact and briefs in support thereof were submitted by various regional associations. These proposed findings and briefs were reviewed by N. C. A. Counsel, and amendments were made at its suggestion.

Late in October, the Food and Drug Administration issued its proposed findings of fact and proposed standards of identity and quality for green and wax beans. Counsel analyzed these proposed findings and standards, and summarized all the record references cited by FDA in support of its proposed findings.

On December 9, 1946, a brief was filed in support of N. C. A.'s exceptions to the proposed order.

III. 1947

The final order containing the standards of identity and quality for canned green and wax beans was issued by FDA on February 19. The order was carefully reviewed and analyzed, and Counsel prepared an extensive memorandum discussing the desirability of obtaining a court review of the final order.

A meeting of bean canners was held in April, 1947, to discuss the impact of the bean standards and to plan what action should be taken in regard to them. Counsel (and the Laboratory) organized and participated in this meeting, and a proposed plan of action was outlined. After the technical data had been collected following plans laid at the April meeting, they were carefully analyzed with a view to proposed amendment of the standards.

On July 14, Counsel filed with FDA a petition for amendment and rehearing on various of the factors to which exceptions were taken.

In November, a meeting of bean canners was held in Chicago to discuss preparation for the rehearing. (This meeting was attended by regional secretaries and canners from the important bean canning areas, and by Counsel and Laboratory representatives.) As a result of this meeting, Counsel drafted final plans for the hearing, and suggested that certain data would be needed.

In November and December, Counsel and Laboratory personnel prepared a comprehensive questionnaire to be sent to all bean canners to elicit the necessary information for the bean rehearing.

During the latter part of 1947, Counsel began work on a consumer survey on beans.

IV. 1948

In January, 1948, a meeting of bean canners was held in Washington to make final plans for the rehearing. In preparation for this meeting, Counsel outlined plans for obtaining data believed to be necessary for the rehearing.

In the early part of 1948, Counsel spent considerable time in the preparation of a consumer questionnaire. The final questionnaire, prepared in collaboration with the N. C. A. Home Economics Division, was submitted to a group of consumers by the Home Economics Division in February. The results of this consumer study were tabulated and analyzed.

Revised Bean Standards Mean Savings for Canner

After hearing the report of Dr. E. J. Cameron on the number of man-hours and the estimated cost of the Association's work on bean standards, one canner announced to the Board that the cost of this program borne by the Association was less than the savings he estimated to have achieved as a result of the bean standards.

Notice of the rehearing was issued by FDA in February, and preparations began for the hearing, including the preparation of witnesses and testimony. The hearing was held on March 16 through 19, but meetings and preparations for the hearing began on March 12.

At the hearing, Counsel interrogated all the industry witnesses and cross-examined all Government witnesses.

After the hearing, Counsel analyzed and summarized the 658-page record and prepared a document consisting of proposed findings of fact and a brief in support of the proposed findings. The proposed order fixing standards of identity and quality for green and wax beans was issued on May 13.

This completes the chronological summary and there will be no dispute that it covers a great amount of work, much of which was done quietly and unspectacularly, and generally not known even to the interested segment of the industry.

To supplement this summary, it has been undertaken to appraise in an approximate fashion the expense to the Association which accrued through the work of its various divisions applied to the bean standards project.

We have no time breakdown in regard to Counsels' activities, but work done by Counsel in 1946, '47, and '48 utilized the time of lawyers which at its standard charges would have amounted to about $20,000.

As to the total time consumed in the Laboratory on this project since 1946, we do not have all the figures for a close accounting, but would estimate that between the Washington and San Francisco Laboratories in 1946, '47, and '48 a total of between 2,500 and 3,000 man-hours were required. On the basis of present budgets and time estimates, this means about $10,000 to $12,000 expended on bean standards work.

Add to the expense which accrued through the work of Counsel and the Laboratory the lesser expenses to the Information Division and the Home Economics Division and it seems that we may fairly estimate the over-all cost for the prosecution of work on the green and wax bean standards at from $30,000 to $35,000. Bear in mind that this analysis applies to just one of the many products that have been covered by the N. C. A. in some degree since 1939.

We have said repeatedly that the course of work on food standards is unpredictable, both from the standpoint of products to be considered, and the expense. We can state positively, however, that work on standardization, calling for the type of cooperative job that has been described for the bean standardization, is no longer an incidental N. C. A. activity but a permanent project and an expensive one.

REPORT OF LABELING COMMITTEE

By Wilmot Rogers for

H. J. Humphrey, Chairman

The principal purpose of our meeting on May 26 was to consider the future of the labeling activities of the N.C.A. and to make recommendations to the Administrative Council and to the Board of Directors. This broad subject for the future of the labeling program was thoroughly discussed and the conclusions reached at this meeting concur with the opinions of the three above absent committee members as expressed in their letters.

For many reasons, the Labeling Committee is firmly convinced that the Association should continue an aggressive program on the development, improvement and use of labels which are effectively informative to the consumer.

Considerable money has been expended over a period of years by the Association in developing the labeling program to its present state. We are now in a position to secure tangible returns from that investment. The experience of the past year, and particularly the results of the educational effort of the Labeling Division during the past few months, indicate that a continued program of promoting the use of label recommendations will produce their adoption and use on labels by a substantial number of canners and distributors. The combined benefits of more informative labels will multiply as consumers, through education and observation, become familiar with the meaning of the labeling and its significance to them in making satisfactory purchases and use of our products. The Committee believes that good labeling can be an important cornerstone of consumer education and public relation efforts with consumers.

The Committee also believes that the actual employment of better and more effective labeling will be the best insurance and protection against unwanted legislation, controls or regulations.

The Committee, therefore, makes the following report and recommendations to the Administrative Council and the Board of Directors.

At its January, 1948, meeting, the Board of Directors approved the recommendations made by the Labeling Committee at its January 17 meeting except as to details of the budget. At that time the Labeling Committee recommended that the program be continued with special emphasis on promoting the adoption and use of the present recommended labeling terms by canners and distributors on their own labels.

Since the January meeting the Labeling Division has followed these instructions with normal inexpensive promotion methods, such as special form letters, reprints, publicity and other customary methods.

But the major effort and expense was concentrated in a series of field trips by the Director of the Labeling Division for the purpose of calling on individual canners and distributors and discussing their own labels. This form of promotion appears to be most effective. Slightly better than 50 percent of these companies who were called on are now using the recommended labeling or definitely committed themselves to do so. Some, at least, and perhaps many who were non-committal will adopt and use the recommended labeling. The Director also has made many personal calls on label manufacturers or their sales representatives.

This personal method of presentation of the labeling program to canners and distributors is the most effective method of promoting the improvement in labels, but there are limitations in the time of one man. The Committee is convinced that more effective and dramatic methods of additional education and promotion can be profitably employed than has been possible with presently allotted funds. A total of $1,400 has been expended on travel, leaving from the budget amount of $2,000, only $600 for the balance of the year including the important fall months. The Committee recommends the addition of $1,500 to the present budget for travel expenses.

Of the $1,500 allotted for miscellaneous expenses and general promotion, $550 has been expended, leaving a balance of $950 which is entirely inadequate for effective or aggressive promotion. The Committee recommends an addition of $4,000 to the present budget for this purpose.

It was recommended and approved that scientific research be suspended during 1948 except for scientific projects which were then in progress but not completed. In keeping with this decision a sum of $4,000 was requested, which sum was subsequently cut to $2,500. Of this, all but $200 has been expended on research which was then under way. There remains one very important phase of the continuing research which cannot be concluded with present funds and on which much of the practical application of three previous years' work largely rests. This is the color measurements of commercial packs of peaches and apricots. The Committee recommends to the Administrative Council and the Board that the present budget for research be increased to the sum of $4,000 originally requested.

The total actual expenses charged to labeling in 1947 were $31,882.59. The total budget allotted to labeling at the January meetings was $23,000, a reduction of approximately $8,900, or 28 percent.

In the interest of protecting the work and expenditures of many previous years, and based on the experiences since the January Convention as well as on the future results which may be expected if effective educational and promotion methods can be employed, the Committee respectfully requests the present budget be increased as follows:

	Present Budget	Recommended Budget	Amount of Increase
Research	$2,500	$4,000	$1,500
Travel	2,000	3,500	1,500
Promotion and Miscellaneous	1,500	5,500	4,000
Total			$7,000

These increases would increase the total budget from $23,000 to $30,000, which is $1,882 less than the actual 1947 expenditures.

Invitations to Bid

QMC Offices—Quartermaster Corps, 111 East 16th Street, New York, N. Y.; Chicago Quartermaster Purchasing Office, 1819 West Pershing Road, Chicago 9, Ill.; Western Branch, Chicago Quartermaster Purchasing Office, Oakland Army Base, Oakland 14, Calif.

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

The Army has invited sealed bids to furnish the following:

CANNED SARDINES—2,733,500 pounds in No. 1 oval and 3,806,500 pounds in No. ¼ cans. Bids due at Chicago under serial No. QM-11-183-48-773 by June 10.

CANNED SALMON—857,504 dozen No. 1 cans. Bids due at Oakland under serial No. QM-04-493-48-165 by June 21.

Invitations to bid on the following also have been issued, but were received too late for publication in the INFORMATION LETTER before the deadlines for submission of bids:

Canned tuna—1,294,364 dozen No. ½ cans; Evaporated milk—1,130,841 cases of 14½-oz. cans; and Canned corned meat (beef or mutton)—689,000 pounds in 12-oz. or 6-oz. cans.

The Veterans Administration has invited sealed bids to furnish the following:

EVAPORATED MILK—7,600 dozen No. 10 cans. Bids due under Invitation No. 195-S by June 7.

CANNED RIPE OLIVES—6,270 No. 10 cans; also 4,660 one-gallon jars of green stuffed olives. Bids due under Invitation No. 197-S by June 11.

CONGRESS

Extension of Tin Controls

Both the Senate and House have voted to continue war power authority to allocate tin and other scarce materials, and a Conference Committee met yesterday, June 2, to decide for how long.

The House voted on May 26 to extend controls through February 28, 1949, but two days later the Senate approved a bill continuing controls through June 30, 1949. Although controls thus were permitted to lapse at midnight May 31, a renewal appears certain.

The House bill, H. R. 6659, also would have eliminated the use of price criteria in the licensing of exports, and would have removed controls over chincona bark, quinine and quinidine.

Pepper Marketing Orders Bill

The Pepper bill, S. 2173, which would authorize the issuance of marketing orders for citrus for canning, came up in its turn on the call of the Calendar in the Senate on June 1, but its consideration under the Senate's unanimous consent agreement was blocked by the objections of several Senators, and the bill was passed over. Senator Wherry (Nebr.) and Senator George (Ga.) were among the Senators who voiced objection to consideration. S. 2173 remains on the Senate Calendar, and will be subject to consideration when reached on succeeding calls of bills on the Calendar.

Agriculture Nomination Confirmed

The nomination of Charles F. Brannan to be Secretary of Agriculture was confirmed by the Senate on May 28.

Hope Conservation Bill

The House Committee on Agriculture completed hearings last week on the Hope conservation bill, H. R. 6054, which would transfer the Fish and Wildlife Service to the Agriculture Department. The Committee has not scheduled any action on the bill.

Cost of Federal Meat Inspection

The House on May 20 passed and sent to the President S. 2256, providing that the Federal government shall pay the cost of its Meat Inspection Service after July 1, 1948.

During debate on the measure, Representative Colmer (Miss.) proposed an amendment which would have required the government to pay the cost of sea food inspection, but the amendment was rejected on a point of order as not being germane to the bill under consideration.

Representative Horan (Wash.) supported Representative Colmer's position, and stated that the government should pay for "purity inspection" of all foods in interstate commerce. His motion to recommit S. 2256 to committee was voted down.

Amendment to Seizure Bill

The Senate on June 1 adopted the Moore amendment to the Miller bill, H.R. 4071, but the bill was passed over on the calendar call on the objection of Senator Butler (Nebr.). (See INFORMATION LETTER No. 1186, May 22, page 209).

COURT RULINGS

Sherman Act Found to Apply in Sugar Beet Purchase Case

Sugar refiners who agree among themselves to pay a uniform price for sugar beets to growers are subject to treble damages under the Sherman Antitrust Act for engaging in a conspiracy to restrain trade, according to a recent decision handed down by the United States Supreme Court.

In the case of *Mandeville* v. *Crystal Sugar Co.* some California sugar beet growers sued a California sugar refiner for treble damages under the Sherman Act, alleging that the refiner had agreed with two other refiners to pay a uniform price to growers for sugar beets. The defendant contended there was no restraint of interstate commerce because the sugar beets themselves did not cross any state line. The Court held, however, that the Sherman Act prohibits a restraint which arises in *intrastate* commerce if the restraint has a substantial effect on *interstate* commerce. The agreement among refiners to pay a uniform price to growers in this case did have a substantial effect on the interstate sale of the refined sugar, according to the opinion, and was thus prohibited by the Sherman Act.

The agreement to pay uniform prices to growers is prohibited by the Sherman Act, said the Court, even though the price-fixing was by purchasers and the persons specially injured under the treble damage claim are sellers.

The sugar refining industry was said to be completely interlocked in all its stages and cannot be compared to the processing of fruits, vegetables and other products which have various uses and outlets for market, the Court stated. The Court said further:

"To compare an industry so completely interlocked in all its stages, by all-inclusive contract as well as by industrial structure and organization, with one like producing, processing, and marketing fruits, vegetables, corn, or other products, susceptible of various uses and under conditions affording varied outlets for market, both local and interstate, in the raw or refined state, in which neither such a contractual nor such an industrial integration exists, is to ignore the facts of industrial life. So it is also to make conclusive comparisons with other industries in which the manufacturing process requires and has available a greater variety of raw materials for making the finished product, and involves a longer and more extensive process of change, than does extracting the sugar content of beets to make raw sugar."

There was no holding in the decision, however, that an agreement by processors of such products to pay uniform prices to growers would not be considered to be a violation of the Sherman Act.

RAW PRODUCTS

Hawaiian Quarantine Revised

Recent discovery in the Territory of Hawaii of an introduced species of fruitfly known as Oriental Fruitfly and the presence there of the citrus canker disease has required a revision of the federal quarantine against the Mediterranean Fruitfly and Melon Fly to regulate the movement from Hawaii of all fruits and vegetables and several additional products to prevent the spread to other sections of the United States of these and other dangerous insects and plant diseases, according to a Department of Agriculture announcement. The revision will be effective June 24.

There are, in the revision, many additions to the list of fruits and vegetables that may be certified after plant quarantine inspection.

In order to cope with the possibilities of spreading plant pests by airplane movement from Hawaii, additional safeguards have been prescribed affecting the air movement of host material as well as the movement of planes that might accidentally carry such pests.

Other products affected by this quarantine are citrus peel, rice straw, mango seeds, and cut blooms or leis of gardenia and mauna loa.

MEETINGS

June 6-7—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.

June 6-10—Institute of Food Technologists, 8th Annual Conference, Benjamin Franklin Hotel, Philadelphia, Pa.

June 7-8—National-American Wholesale Grocers Association, Midyear Meeting, Chicago, Ill.

June 14-15—Maine Canners Association, Annual Summer Meeting, Lakewood, Me.

June 17—National Pickle Packers Association, Midyear Meeting, Sheraton Hotel, Chicago, Ill.

June 20-26—National Association of Retail Grocers Annual Convention, Atlantic City, N. J.

July 12-14—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier Hotel, White Sulphur Springs, W. Va.

August 8-12—Vegetable Growers of America, 40th Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

August 18-21—National Food Distributors Association, Sherman Hotel, Chicago, Ill.

September 20-22—American Meat Institute, Annual Convention, Waldorf-Astoria, New York, N. Y.

October 5-7—Industrial Packaging Engineers Association, 3rd Annual Industrial Packaging and Materials Handling Exhibition, Sherman Hotel, Chicago, Ill.

October 14-16—Florida Canners Association, 17th Annual Meeting, Soreno Hotel, St. Petersburg, Fla.

November 4-5—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.

November 8-9—Wisconsin Canners Association, Annual Convention, Schroeder Hotel, Milwaukee, Wis.

November 15-16—Illinois Canners Association, Fall Meeting, Chicago, Ill.

November 15-17—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria Hotel, New York, N. Y.

November 18-19—Indiana Canners Association, Fall Convention, Claypool Hotel, Indianapolis, Ind.

November 22-23—Iowa-Nebraska Canners Association, Annual Convention, Hotel Savery, Des Moines, Iowa.

November 22-23—Tri-State Packers Association, Fall Convention, Hotel Traymore, Atlantic City, N. J.

November 30-December 1—Pennsylvania Canners Association, 34th Annual Convention, Penn-Harris Hotel, Harrisburg, Pa.

December 10—Michigan Canners Association, Winter Meeting, Pantlind Hotel, Grand Rapids, Mich.

STATISTICS

Canners' Fruit and Vegetable Stocks and Shipments

The Association's Division of Statistics has compiled tables comparing canners' stocks and shipments of canned green and wax beans, lima beans, corn, peas, tomatoes, tomato juice, apricots, sweet cherries, peaches and pears. Complete reports on these canned foods have been mailed by the Association to all canners packing these items.

Figures used in the compilation of fruit stocks for the States of California, Washington and Oregon were obtained from the Canners League of California and the Northwest Canners Association. The Canners League of California also supplied the figures on California stock of canned tomatoes and tomato juice.

The following tables present canners' stocks and shipments for the products shown:

Green and Wax Beans Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Total stocks, May 1	2,228,000	1,269,000
Shipments during April	615,000	733,000
Shipments, July 1 to May 1	16,435,000	13,275,000

Canned Corn Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Canner stocks, May 1	2,577,000	2,184,000
Shipments during April	1,051,000	1,250,000
Shipments, Aug. 1 to May 1	27,204,000	24,171,000

Canned Peas Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Canner stocks, May 1	5,642,000	9,332,000
Shipments during April	1,082,000	2,196,000
Shipments, June 1 to May 1	35,314,000	28,463,000

Canned Apricot Stocks and Shipments

	—Stocks— Apr. 1, 1948	May 1, 1948	Shipments during Apr. 1948
		Actual cases	
Utah	36,941	33,981	2,960
Wash.-Ore.	50,186	43,619	6,567
California	857,527	796,649	60,878
Total U. S.	944,654	874,249	70,405

Canned Sweet Cherry Stocks and Shipments

	—Stocks— Apr. 1, 1948	May 1, 1948	Shipments during Apr. 1948
		Actual cases	
Wash.-Ore.	42,487	29,057	13,430
California	9,016	6,935	2,081
Other States	15,176	10,865	4,311
Total U. S.	66,679	46,857	19,822

Canned Lima Beans Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Canner stocks, May 1	63,000	44,000
Shipments, Feb. 1 to May 1	282,000	258,000
Shipments, Aug. 1 to May 1	1,688,000	2,141,000

Canned Tomato Juice Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Stocks, May 1	7,211,000	7,854,000
Shipments during April	690,000	1,504,000
Shipments, July 1 to May 1	28,289,000	17,430,000

Canned Tomato Stocks and Shipments

	1946-47	1947-48
	(*Cases—basis 24/2's*)	
Total stocks, May 1	1,258,000	4,430,000
Shipments during April	654,000	1,260,000
Shipments, July 1 to May 1	22,599,000	23,762,000

Canned Peach Stocks and Shipments

	—Stocks— Apr. 1, 1948	May 1, 1948	Shipments during Apr. 1948
		Actual cases	
Michigan	170,270	132,571	37,699
Southeast*	113,303	92,557	20,746
Wash.-Ore.	308,592	230,007	78,585
California:			
Cling	2,288,264	1,785,944	502,320
Free	383,410	327,273	56,137
Other States	26,163	25,796	367
Total U. S.	3,290,002	2,594,148	695,854

(*) Ga., S. C., N. C., Va., and W. Va.

Canned Pear Stocks and Shipments

	—Stocks— Apr. 1, 1948	May 1, 1948	Shipments during Apr. 1948
		Actual cases	
Wash.-Ore.	1,015,110	784,853	230,257
California	257,701	186,023	71,678
Other States	103,695	87,096	16,599
Total U. S.	1,376,506	1,057,972	318,534

Canned Baby Food Statistics

Details of the canned baby food supply, stock and shipment situation, as reported by the Association's Division of Statistics, are presented in the following table:

Baby Food Supply, Stocks and Shipments

	1947	1948
	(*Thousands of dozens*)	
Canner stocks, Jan. 1	61,613	49,687
Pack, Jan. through Apr.	(*)	33,283
Supply	(*)	82,970
Canner stocks, May 1	(*)	40,743
Canner shipments, Apr.	(*)	9,934
Canner shipments, Jan. through Apr.	(*)	42,227

(*) Not available. Comparisons will be available on July 1.

Pack of Anchovies, Mackerel and Squid for California

The total of anchovies packed in California during April came to 9,190 cases, according to the California Sardine Products Institute. This total consisted of 623 cases of 1-lb ovals and talls; 7,667 cases of 8-oz. 48's and 900 cases of ¼-lb. 48's.

The Institute also reported that during April, 2,137 cases of 1-lb. talls of canned mackerel were packed. In addition, 74,915 cases of 1-lb. squid were packed in California.

MAY 1 DISTRIBUTOR STOCKS

Figure on 14 Canned Foods Down 9% from April 1 and 14% Less Than Total Year Ago

Wholesale distributor stocks, including stocks in warehouses of retail food chains, of 14 principal canned food commodities *(Table 1)* totaled 44 million cases on May 1, according to an announcement made May 29 by the Bureau of the Census, Department of Commerce. May 1 stocks were down 9 percent from the 48 million cases on April 1, and were off 14 percent from the 51 millions on May 1, 1947. The May 1, 1943-45 average was 37 million cases.

Stocks of green and wax beans were off 33 percent from a year ago. Peas were down 28 percent and corn, 5 percent. Tomato holdings, on the other hand, were up 22 percent from May 1, 1947.

Wholesalers' (including warehouses of retail food chains) May 1 stocks of canner fruits were considerably above the level of a year earlier. Peach stocks were up 23 percent; pears increased 53 percent; pineapple, 94 percent; and mixed fruits were more than double what they were a year ago. Apricot stocks, on the other hand, were down 38 percent. For the group as a whole, stocks increased from 9 to 11 million cases.

Wholesalers' stocks of four (tomato, grapefruit, orange, and blended citrus juices) of the five fruit juice items shown in this report were off 11 to 49 percent from May 1, 1947. On the other hand, pineaple juice stocks increased 58 percent.

Data presented in the tables following on wholesale stocks are based upon reports submitted to the Bureau of the Census by warehouses of retail food chains and by a sample of food wholesalers.

Table 1. Fourteen Canned Food Commodities

STOCKS OF WHOLESALE DISTRIBUTORS (INCLUDING WAREHOUSES OF RETAIL FOOD CHAINS)

Commodity	May 1, 1948[p]	April 1, 1948[r]	March 1, 1948	May 1, 1947	May 1, 1943–1945
	1,000 cases	*1,000 cases*	*1,000 cases*	*1,000 cases*	*1,000 cases*
FOUR VEGETABLES:	23,646	26,036	27,689	27,582	20,301
Beans, green and wax	2,948	3,161	3,461	4,422	4,266
Corn	7,210	7,951	8,474	7,609	6,535
Peas	7,846	8,620	8,959	10,924	4,214
Tomatoes	5,642	6,304	6,795	4,627	5,286
FIVE FRUITS:	10,698	11,790	12,027	8,515	4,563
Apricots	1,325	1,478	1,555	2,123	447
Mixed fruits [1]	2,135	2,339	2,325	917	723
Peaches	5,281	5,803	6,064	4,281	1,860
Pears	1,321	1,406	1,439	866	748
Pineapple	636	764	644	328	785
FIVE JUICES:	9,671	10,657	10,540	15,044	12,429
Tomato [2]	3,691	4,172	4,400	7,290	4,843
Grapefruit	2,175	2,264	2,166	3,553	5,269
Orange	2,366	2,568	2,438	2,649	1,878
Blended citrus	1,034	1,133	1,064	1,295	
Pineapple	405	520	472	257	439
Total	44,015	48,483	50,256	51,141	37,293

[p] Preliminary. [r] Revised. [1] Includes fruit cocktail, fruits for salad, mixed fruits (except citrus). [2] Includes vegetable juice combinations containing at least 70 percent tomato juice.

Table 2. Fourteen Canned Food Commodities

STOCKS OF WHOLESALE DISTRIBUTORS (INCLUDING WAREHOUSES OF RETAIL FOOD CHAINS)

Commodity	May 1, 1948[p]		April 1, 1948[r]	
	Smaller than No. 10	No. 10 and larger	Smaller than No. 10	No. 10 and larger
	1,000 cases	*1,000 cases*	*1,000 cases*	*1,000 cases*
FOUR VEGETABLES:	21,399	2,247	23,483	2,553
Beans, green and wax	2,438	510	2,614	547
Corn	6,842	368	7,537	414
Peas	7,352	494	8,043	577
Tomatoes	4,767	875	5,289	1,015
FIVE FRUITS:	8,865	1,833	9,800	1,990
Apricots	950	375	1,046	432
Mixed fruits [1]	1,994	141	2,166	173
Peaches	4,304	977	4,770	1,033
Pears	1,120	201	1,206	200
Pineapple	497	139	612	152
FIVE JUICES:	9,147	524	10,130	527
Tomato [2]	3,344	347	3,805	367
Grapefruit	2,108	67	2,201	63
Orange	2,302	64	2,511	57
Blended citrus	1,008	26	1,113	20
Pineapple	385	20	500	20
Total	39,411	4,604	43,413	5,070

[p] Preliminary. [r] Revised. [1] Includes fruit cocktail, fruits for salad, and mixed fruits (except citrus). [2] Includes vegetable juice combinations containing at least 70 percent tomato juice.

Table 3. Eleven Canned Food Commodities

COMBINED WHOLESALE AND PACKER STOCKS AND COMBINED SHIPMENTS

Commodity	Wholesale and packer combined stocks				Wholesale and packer combined shipments	
	May 1		April 1		April	
	1948	1947	1948	1947	1948	1947
	1,000 cases	*1,000 cases*	*1,000 cases*	*1,000 cases*	*1,000 cases*	*1,000 cases*
Beans, green and wax	4,138	6,664	5,042	7,727	904	1,063
Corn	9,517	10,325	11,623	12,118	2,106	1,793
Peas	17,391	16,428	20,462	18,263	3,071	1,835
Tomatoes	9,105	5,611	10,878	6,667	1,773	1,056
Apricots	2,199	**	2,423	2,981	224	**
Mixed fruits [1]	2,784	**	3,306	1,732	522	**
Peaches	7,875	**	9,093	6,791	1,218	**
Pears	2,379	**	2,783	1,867	404	**
Pineapple	1,227	**	1,609	1,534	657	**
Pineapple juice	657	**	1,170	909	702	**
Tomato juice [2]	10,377	13,565	12,132	14,826	1,755	1,261
Total	67,649	52,593	80,521	75,415	13,336	7,008

** Not available. [1] Includes fruit cocktail, fruits for salad, and mixed fruits (except citrus). [2] Includes vegetable juice combinations containing at least 70 percent tomato juice. *Source:* Pineapple juice and pineapple—Pineapple Growers Association of Hawaii (Hawaiian pack only); 1948 packer stocks of other fruits and vegetables—Canners League of California, Northwest Canners Association, and National Canners Association.

April Canned Meat Pack

The pack of canned meat processed in "official establishments," during April, 1948, as reported by the U. S. Department of Agriculture, is shown below:

Canned Meat and Meat Products Packed by Official Establishments, April, 1948 *

Items	Slicing and institutional sizes (3 lbs. and over)	Consumer packages or shelf sizes (under 3 lbs.)	Total all sizes
	In Thousand Pounds		
Luncheon meat	7,093	4,835	11,928
Canned hams	6,169	133	6,302
Corned beef hash	489	1,551	2,040
Chili con carne	56	2,067	2,123
Vienna sausage	24	1,910	1,934
Deviled ham	.....	377	377
Other potted and deviled meat products	.....	1,135	1,135
Tamales	10	1,016	1,026
Sliced dried beef	35	378	413
Liver products	.....	433	433
Meat stew	13	814	827
Spaghetti meat products	69	1,049	1,118
Tongue (except pickled)	343	170	513
Vinegar pickled products	697	507	1,204
All other products 20% or more meat	866	3,254	4,120
All other products less than 20% meat (except soup)	5	7,259	7,264
Total all products	15,867	26,888	42,755

* Some establishments failed to report canning operations for April, and the late reports will be included in the May figures. NOTE: Columns do not add to totals shown in all cases since rounded figures are used.

HOME ECONOMICS

Lesson Plan on Canned Foods

The Association's Home Economics Division cooperated in supplying up-to-date information for use in connection with a lesson plan in foods and nutrition entitled "Modern Canned Foods and Nutritious Meals," which appeared in the April issue of a monthly service publication, *Home Makers Bulletin*.

The *Home Makers Bulletin* is supplied monthly to 20,000 teachers by the Forecast Publishing Company, publisher of the *Forecast* magazine for home economists. The article on canned foods was one of the six lesson plans which appear monthly as outlines for teachers in the home economics field.

Each lesson plan is based on a 60-minute class period and supplies the teacher's aim, the pupil's aim, and a teaching outline. Lesson plans are provided for home entertaining, foods and nutrition, home sewing, and buymanship. The editor of the bulletin states, "The sixty-minute lesson plans are written by Home Economics teachers for the use of Home Economics teachers."

FOREIGN TRADE

Europe's Food Surpluses

Despite the need for food throughout Europe, several European countries have had trouble exporting fresh fruits and vegetables, and in some instances these surpluses have had to be wasted, the Food and Agriculture Organization of the United Nations has reported.

FAO notes in a new commodity bulletin, "Vegetables and Fruits, A Study of Current Problems in Europe," that many parts of the world would be much better fed if people changed their eating habits and put more vegetables and fruits on the family table.

The FAO Council has reported that "the world food situation is still grave," and that "even if production did reach prewar levels, it would mean lower per capita levels owing to the marked growth in population."

The FAO Council notes some improvement in the over-all world food situation due to prospects for the coming harvest, but warns that adverse weather in the next few months could completely wipe out the potential gains during 1948.

The Council approves the steps taken for the establishment of the Indo-Pacific Council of the Sea.

Export Licensing Policy

With the issuance of *Current Export Bulletin No. 457* on May 18, the Office of International Trade, Department of Commerce, has restated its current export licensing policy. CEB No. 457 is a revision of CEB No. 431, which originally set forth OIT's licensing policies.

Dr. Cameron Named to Board

Dr. E. J. Cameron, Director of the Association's Washington Research Laboratories, will attend the meeting of the Board of Directors of the Associates, Food and Container Institute, to be held in Philadelphia on June 9.

Dr. Cameron recently was elected to the Board at a meeting in Dayton, Ohio. Dr. B. S. Clark, American Can Co., was elected president; Thomas M. Rector, General Foods Corporation, vice president; Victor Conquest, Armour & Co., treasurer; and Dr. Roy C. Newton, Swift & Co., chairman-elect.

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